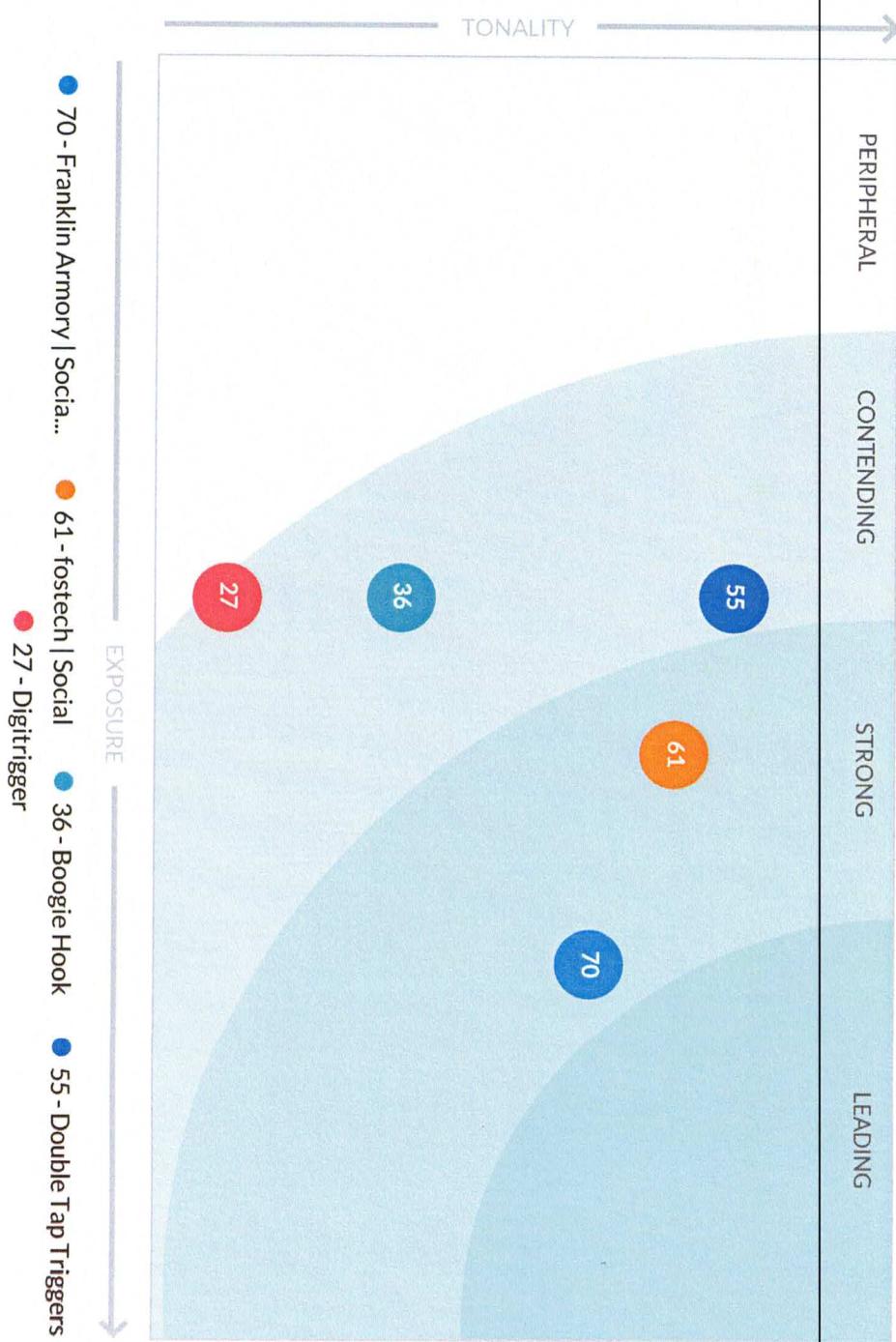


EXHIBIT 1

mSCORE POSITION

Franklin Armory | Social scored the highest

mScore Position - Sep 1, 2020 - Jul 31, 2021



mSCORE

Your mScore is based on a combination of Editorial Mentions, Reach, and Tonality

HIGHLIGHTS

Franklin Armory | Social scored the highest at 70

mSCORE - Sep 1, 2020 - Jul 31, 2021

Franklin Armory | Social

fostech | Social

Double Tap Triggers

70
▲70

61
▲61

55
▲55

36
▲36

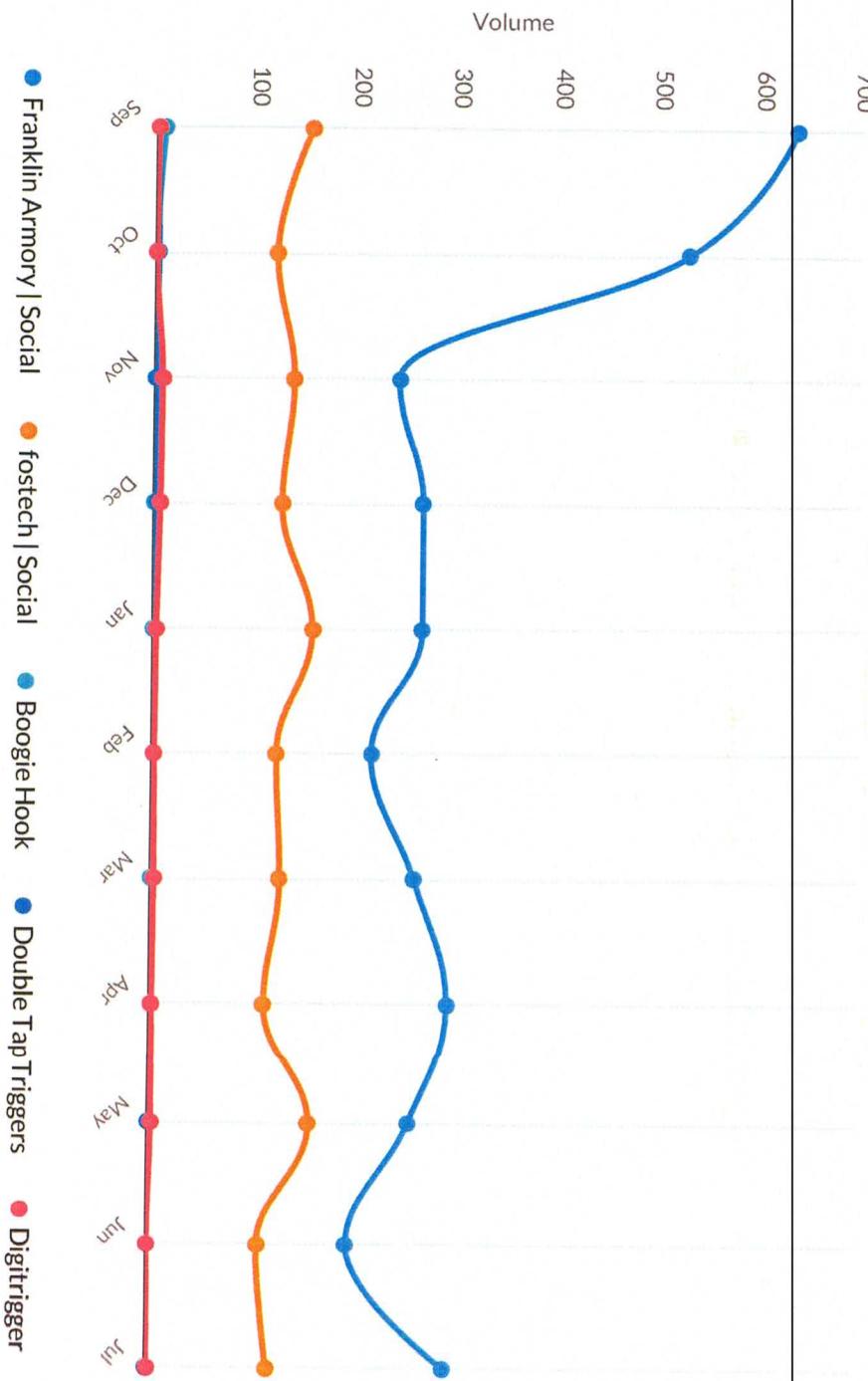
Boogie Hook

27
▲27

Digitrigger

COMPETITIVE MEDIA EXPOSURE

Franklin Armory | Social's exposure peaked in September at 6...
Competitive Media Exposure - Sep 1, 2020 - Jul 31, 2021



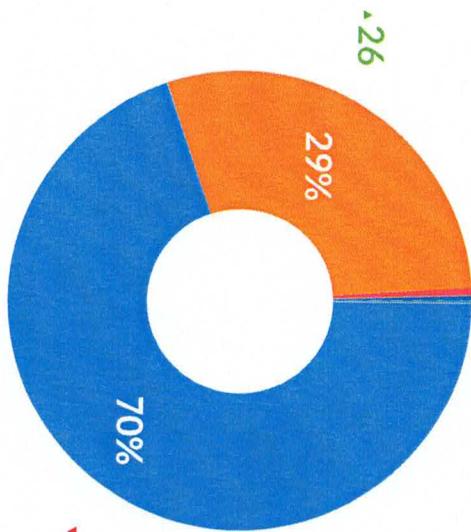
SHARE OF VOICE BY VOLUME

HIGHLIGHTS

- Franklin Armory | Social had 2k more mentions than the next highest, fostech | Social editorial mentions
- The group had a total of 5k

Franklin Armory | Social had the largest volume share with 7...

Share of Voice by Volume - Sep 1, 2020 - Jul 31, 2021



• Franklin Armory Social	3.5k
• fostech Social	1.4k
• Digitrigger	28
• Double Tap Triggers	16
• Boogie Hook	11

TOP PUBLICATIONS

Forums mentioned Franklin Armory | Social the most
Top Publications by Volume - Sep 1, 2020 - Jul 31, 2021

Franklin Armory | Social

Forums

HIGHLIGHTS

- "Forums", "Twitter", and "Comments" accounted for 94% of the volume share among the 7 highest publications

Comments

367

2.4k

Blogs

163

Instagram

29

Product Reviews

8

Facebook

1

TOP PUBLICATIONS

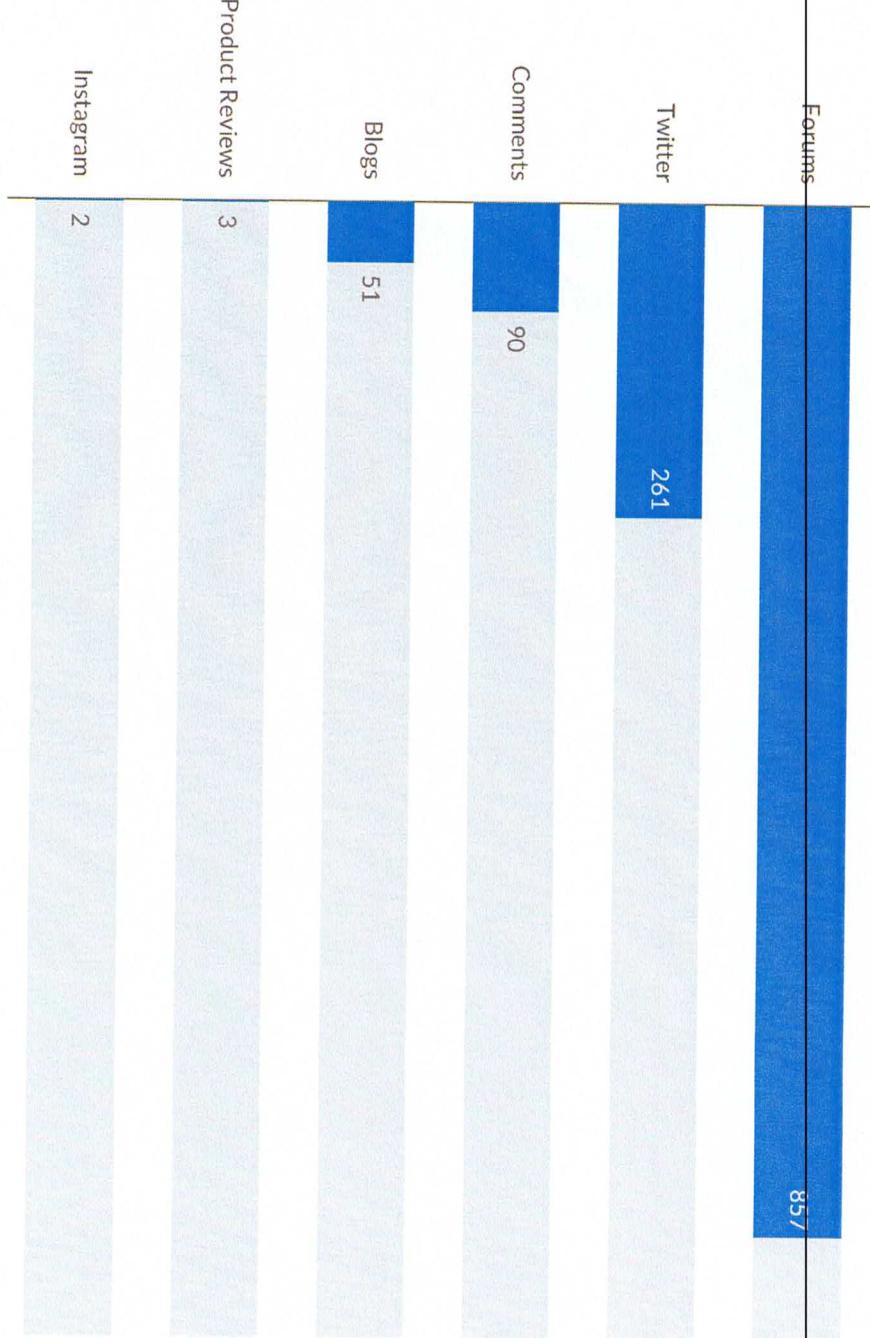
Forums mentioned fostech | Social the most

Top Publications by Volume - Sep 1, 2020 - Jul 31, 2021

fostech | Social

HIGHLIGHTS

- "Forums", "Twitter", and "Comments" accounted for 96% of the volume share among the 6 highest publications



TOP PUBLICATIONS

Forums mentioned Boogie Hook the most
Top Publications by Volume - Sep 1, 2020 - Jul 31, 2021

Boogie Hook

HIGHLIGHTS

- and "Forum" accounted for 100% of the volume share among the 1 highest publications

Forums

TOP PUBLICATIONS

Forums mentioned Double Tap Triggers the most
Top Publications by Volume - Sep 1, 2020 - Jul 31, 2021

Double Tap Triggers

HIGHLIGHTS

- "Forums", "Blogs", and "Comments" accounted for 100% of the volume share among the 3 highest publications

Forums

10

Blogs

5

Comments

1

TOP PUBLICATIONS

Forums mentioned Digitrigger the most
Top Publications by volume- Sep 1, 2020 - Jul 31, 2021

Digitrigger

HIGHLIGHTS

- "Forums", "Blogs", and "Comments" accounted for 100% of the volume share among the 3 highest publications

